



LIBRARY COMMISSION

NEWSLETTER

2004 Quarrier St., Charleston, West Virginia (25311)

Vol. 13

January 1968

No. 1

PROGRESS EXPEDITED BY NEW BOARDS

"A new broom sweeps clean" is an old saw but very applicable to libraries under new management. In October The Woman's Club Library of Berkeley Springs became officially the Morgan County Library through appointment of a new board by the County Court.

Membership includes Mr. Stuart McInstry, Mrs. E. S. Kirkpatrick, Mrs. F. Glenn Kidwell, Mrs. J. Rockwell Martin, and Mrs. William H. Hunter. This new board is actively seeking a better location for the library and a larger budget. We wish them success in their new ventures and welcome them to the trustee family.

Three new boards have been seriously formulating plans for constructing new buildings: South Charleston leads the parade with a new plan drafted for their building by local architect J. H. Johe. The newly appointed trustee, R. L. Bryan, has been elected president of the board. Nicholas Winowich, Kanawha County Librarian, has agreed to serve as building consultant with eventual plans for this library to be a branch of the Kanawha County system. The Library Commission has approved \$220,971 request which is now pending in The Library Services Office in Washington. L. S. C. A. grants are not being awarded for building projects which desire Appalachian funds until the Appalachian grant is made.

Vienna Public Library representatives visited the Library Commission Office in January to discuss plans for a new building. Board Chairman, Dallas Sullivan, was accompanied by Harry Esbenshade, secretary of the board, Mayor Curtis Uhl, and Lawrence Ronning, City Attorney. Tentative plans are to seek an excess levy to assist with operation of a new building in this growing suburb of Parkersburg.

Grafton: Russell Walls, Chairman of the new Grafton-Taylor Library Board, reports that present plans are to acquire a site for a new library in the vicinity of the Mother's Day Shrine.

PUBLIC RELATIONS TIPS

National Library Week is scheduled for April 21-27. The theme adopted for this year's observance, "Be All You Can Be--Read." Write for materials at 1 Park Ave., New York, N. Y. 10015. Why not apply for a John Cotton Dana Publicity Award, C/O

Wilson Bulletin: Deadline, April 14, 1968. Contact the Field Office of the Library Commission for details.

THE
GRAY FLANNEL
SUIT

In touring New England this past summer, your editor couldn't resist making a few excursions into local libraries. Even the smallest villages, such as Sandwich, Massachusetts, can boast attractive library buildings with amazing book collections and able staff. North Country Libraries (a publication of Maine State Library, New Hampshire State Library and The Free Library Service of Vermont) has a talented editor, Mrs. Louise Hazelton, who has graciously consented to reprinting her most recent editorial: Now that it's library budget time.

"How about donning a nice new gray flannel suit straight from Madison Avenue? What have those advertising guys got that you haven't? Salesmanship, that's what. When a client presents a product to be advertised, do they look at it with a jaundiced eye, point out all the flaws, and declare that not many people will buy that thingamajig? Or, say it's canned goods, do they recommend stripping off the labels and stacking them up somewhere and letting people guess what's inside? Not by a long shot. All the gray flannel boys get together and have a think session. They turn that product forty ways for Sunday and when they get through tossing ideas around, they come up with an advertising campaign. Zoom go the ads. Before you can say "popularity poll," baggy-eyed gals of 60 are sporting red hair and teen-age faces bloom under frosted tresses.

And here you are, with something for everybody, a super product that is sure-fire for all ages from pre-schoolers to the red-headed and toupeed tripping down the years to the Sunset Club. If the boys from Mad. Ave. can turn a man from Skowhegan into a guy from Marlboro Country, we guess, by golly, you can sell the library, because you've got a lot more to offer. You've got the goods (books, magazines, pamphlets, records, films) and you've got the services (information retrieval to the extent of your collection, backed up by the inter-library loan and the professional services of your state agency). But--let thy people know! Treasures immeasurable wait in every public library, but they are buried treasures too many times.

Come, just try on the gray flannel suit. Hmmm, pretty sharp. Looks like a perfect fit. Here's a lovely gift from your town to go with it--a Bigger Budget."

GUIDELINES
ON
BUDGET PRESENTATION

There is an ideal time for launching many activities, and this certainly applies to institutions which depend on tax support for operation. Public Library trustees in West Virginia should be scheduling initial hearings with governing authorities--City Councils, County Courts, and Boards of Education to present their budget request for the fiscal year which starts in July 1968. Note the attached calendar supplied by Dick Shelton of the County Official's office here in Charleston.

Framing a budget for a medium sized community can be simplified through the use of the following percentages: Salaries at 65%; Books and Library Materials 18%; and Miscellaneous Costs 17%. It is wise to group custodial salary costs with maintenance. The breakdown on the book and library material's budget is suggested as 79.7% for books, 7.2% for periodicals, and 13.1% for binding: (From Wheeler's Practical Administration of Public Libraries published by Harper).

Trustees interested in reading the articles and books listed on the last page will find many in their own public libraries. Write the Library Commission if your library cannot supply.

ASSESSMENT
AND
BUDGETING CALENDAR

NEW

7/ 1 - 1/31	Assessment Period
2/ 1 - 2/28	Board of Review and Equalization
3/ 1 - 3/7	Certification of Assessments Present Calendar fixes no definite date for certification.
3/ 7 - 3/28	Budgets Completed by Levying Bodies Sheriffs settlement not available and final balance will not be known. This is a situation similar to the States problem and balance must be estimated.
3/29 - 4/20	Budget Review by State Agencies
4/21 - 4/25	Budget Approved and Levy Order Entered
4/25 - 6/6	Assessor Extends Books
6/ 7 - 7/15	Sheriff Prepares Tax Tickets
7/15 - 8/30	Tax Collections with 2½% Discount.
9/ 1 - 9/30	1st Half Taxes Net.
After 9/30	1st Half Taxes Delinquent.
February 1	
February 28	2nd Half Taxes with 2½% Discount.
March 1/31	2nd Half Taxes Net.
April 1	2nd Half Taxes Delinquent.

NOTE:

Information supplied by West Virginia Association of County Officials.

CURRENT READING FOR TRUSTEES

BOOKS

- 022.2 Gage-Babcock & Associates Protecting the Library and Its Resources, A Guide to Physical Protection & Insurance Library Technology Project ALA (1964)
- 727.824 Myller, Rolf. Design of The Small Public Library, R. R. Bowker (1966)
- 027.4 A "Minimum Standards for Public Library Systems," ALA (1967)
- 023 Stebbins, Kathleen. Personnel Administration in Libraries 2nd ed. Rev. & enl. by Foster E. Mohrhardt, Scarecrow Press (1966)
- 023.3 Young, U. G. Library Trustee, A Practical Guidebook, R. R. Bowker (1964)

PERIODICALS

- Busch, K. C. "How A Library Won An Election," Library Journal (Nov. 1966) p. 5338.
- Carson, L. G. "Trustee Responsibilities," Bookmark (April 1966) p. 247.
- Chait, W. "Public Library Trustee And Building Problems," Ohio Library Assn. Bul. (April 1966) p. 24.
- Foley, Doris. "The Nation's First Inter-State Compact," Iowa Library Quarterly (July 1967) p. 223.
- Gladding, Aurilla H. "Setting Up The Budget," St. Johnsbury Atheneum, Ut, North Country Libraries (Sept. - Oct. 1967) p. 150.
- "Library Board in (Farmingdale), N. Y. Censures a Birch Member," Library Journal (June 1, 1967) p. 2103.
- McCoy, E. E. "Personnel Policies And Problems in Public Libraries," Illinois Libraries (June 1966) p. 492.
- Sakey, Joseph G. "Watch Your Budget Grow," Nashua, N.H. Public Library, North Country Libraries (Sept. - Oct. 1967) p. 147.
- Self, D. P. "Trust of A Public Library Trustee," Mississippi Library News (March 1966) p. 46.
- Senft, C. T. "Library Trustees and the Literate Society," ALA Bul. (Oct. 1966) p. 942.
- Strable, E. G. "How to Be A Valuable Library Trustee," Idaho Librarian (Oct. 1966) p. 128.
- Thomas, Muriel G. "Public Relations, Publicity, Progress," North Country Libraries (Sept. - Oct. 1967) p. 145.
- "Trustees Meet the Challenge," California Libraries (Fall 1966) Entire Issue.
- Tunis, J. R. "Battle for A Library," (Fitchburg, Mass.) Saturday Review (July 1966) p. 58.
- Young, H. A. "Performance And Program Budgeting," ALA Bul. (January 1967) p. 63